

Sixth Annual National Conference on Health Communication, Marketing, and Media



**August 7 – 9, 2012
Hyatt Regency Atlanta
Atlanta, GA**

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2012 National Conference on Health Communication, Marketing, and Media

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Abt Associates – Bronze Sponsor

Booth #110

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Abt Associates is a mission-driven, global leader in research and program implementation in the fields of health, social and environmental policy, and international development. Known for its rigorous approach to solving complex challenges, Abt Associates was ranked as one of the top 20 global research firms in 2012 and also named one of the top 40 international development innovators. The company has multiple offices in the U.S. and program offices in nearly 40 countries.

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Adobe delivers the solutions government agencies use to make, manage, mobilize and measure the knowledge, information and experiences needed to achieve their objectives. From content creation and management, to secure business workflows, easy to develop forms, robust analytics, intuitive collaboration and elearning, today's agencies rely on Adobe Digital Government solutions.

American Institutes for Research

Booth # 109

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Web: www.air.org

AIR is a not-for-profit, behavioral and social science research organization committed to improving people's lives, with an emphasis on serving the needs of disadvantaged populations. AIR's award-winning Health Program works with public health officials, foundations and nonprofit organizations to address many of today's most challenging health and health care issues.

American Public Health Association

Booth # 125

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Since 1872, APHA has been building a collective voice for public health, working to ensure access to health care, protect funding for core public health services and eliminate health disparities. No other organization is as uniquely qualified to navigate the changing public health landscape as APHA. More information is available at www.apha.org.

Danya International, Inc.

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Danya provides innovative services and solutions in communications, research and evaluation, technology-enabled solutions, education and training, and health product development. Danya helps its clients develop research-based tools and campaigns that communicate clear and effective messages across all channels. A leading provider of health and education expertise, Danya strives to make a positive impact on the lives of children, families and communities around the world.

FDA Center for Tobacco Products

Booth # 116

9200 Corporate Boulevard

Rockville, MD 20850

Phone: (877) CTP-1373

E-mail: askctp@fda.hhs.gov

Web: www.fda.gov/TobaccoProducts

The Center for Tobacco Products (CTP) oversees the implementation of the Family Smoking Prevention and Tobacco Control Act. Some of the Agency's responsibilities under the law include setting performance standards, reviewing premarket applications for new and modified risk tobacco products, requiring new warning labels, and establishing and enforcing advertising and promotion restrictions. CTP's mission is to protect Americans from tobacco-related death and disease by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public, especially young people, about tobacco products and the dangers their use poses to themselves and others.

FDA Office of Women's Health

Booth # 117

Zakiya Bell, Program Support Specialist

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The U.S. Food and Drug Administration Office of Women's Health addresses the health issues of the nation's women by disseminating free publications on a variety of health topics including safe medication use, HIV, contraception, and mammography. The office also funds scientific research and collaborates with national organizations to sponsor outreach initiatives.

FHI 360 - Platinum Sponsor

Booth # 119

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Chief Strategy Officer

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FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in Health, Education, Nutrition, Environment, Economic Development, Civil Society, Gender, Youth, Research and Technology – creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 60 countries and all 50 U.S. states and territories

Henry the Hand Foundation

Booth # 118

William P Sawyer, MD

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Web: www.henrythehand.com

Henry the Hand Foundation is a 501c3 created by Will Sawyer, MD in 2000 to teach primary infection prevention to both adults and children. Using the Infection Prevention School Partnership and Tool Kits to effectively teach and reinforce this behavior change using multi-media and social marketing strategies for sustainable results. The outcome will be that we will better prepare the next generations of health care, food service and public health workers who need to be more "Hand Aware"(hand hygiene, respiratory etiquette and cross contamination awareness) than existing adults as evidenced by Healthcare Associated Infections, food borne illness and annual epidemics and concerns about Pandemic.

ICF International - Silver Sponsor

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ICF International (NASDAQ:ICFI) partners with government and commercial clients to deliver professional services and technology solutions in the energy, environment, and infrastructure; health, social programs, and consumer/financial; and public safety and defense markets. Since 1969, ICF has been serving government at all levels, major corporations, and multilateral institutions. More than 4,500 employees serve these clients from more than 50 offices worldwide.

iFred

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Our Purpose and Hope: iFred is a 501c3 organization whose primary purpose is to reduce and eventually eradicate the stigma associated with depression. By 'shining a positive light on depression,' we seek to positively rebrand the stigma with the color yellow, and the Sunflower and focus on Hope to insure 100% of those suffering from depression get the help they need.

Maximus

Booth # 108
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At MAXIMUS, our motto is Helping Government Serve the People®. We play a critical role in helping governments achieve their goals by providing essential services to the most vulnerable citizens in the communities we serve. We provide consulting and service delivery solutions for government health, human services, workforce, and education programs at the local, state, and federal levels.

National Public Health Information Coalition (NPHIC) - Conference Partner

Booth # 100-101
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Web: www.nphic.org

NPHIC is an organization of public health communicators at local, state, tribal and federal health agencies. NPHIC members work as directors of communication, public information officers, risk communication specialists, health educators, social marketing leads and in other communication roles. They share information, expertise, tools and training to achieve a common goal: strengthening public health by improving public health communication.

Office of Disease Prevention and Health Promotion

Booth # 114
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The Office of Disease Prevention and Health Promotion (ODPHP) of the U.S. Department of Health and Human Services (HHS), provides leadership, coordination, and policy development for disease prevention and health promotion— including Healthy People, Dietary Guidelines, Physical Activity Guidelines and healthfinder.com— within the collaborative framework of HHS Agencies.

ORISE - Bronze Sponsor

Booth # 113
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Oak Ridge Institute for Science and Education (ORISE) provides comprehensive technical assistance in public health communication and health education. Our booth will feature capabilities for HHS agencies in health communication and social marketing, health promotion and outreach, technology applications, social media tools, and research and evaluation.

PlowShare Group

Booth # 107
One Dock Street
Stamford, CT 06902
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Web: www.plowsharegroup.com

The PlowShare Group works exclusively with non-profit organizations and government agencies on their social issue communications campaigns. Last year alone we generated over \$787,000,000 in donated media time and space for our clients. We are experts in PSA development, distribution, tracking and consulting.

Porter Novelli - Platinum Sponsor

Booth # 126

3500 Lenox Road; Suite 1400

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Web: www.porternovelli.com

Transforming the world through changing behaviors. Porter Novelli was founded in 1972 on the premise that we could apply the best practices of private sector marketing to achieve positive change on health and social issues. We have been proving that theory ever since, working with the largest private, public and governmental organizations around the country, and the world.

Substance Abuse & Mental Health Services Administration (SAMHSA) - Conference Partner

Booth # 102

1 Choke Cherry Road

Rockville, MD 20857

Phone: (877) SAMHSA-7 (877-726-4727)

Web: www.samhsa.gov

The Substance Abuse and Mental Health Services Administration's (SAMHSA) mission is to reduce the impact of substance abuse and mental illness on America's communities. SAMHSA provides national leadership and a voice for behavioral health; funds State and local service agencies through grants and formulas; collects data and provides surveillance reports about the impact of behavioral health on American life; leads efforts to provide public education about mental illness and substance abuse prevention, treatment and recovery; regulates and provide oversight for certain aspects of behavioral health services; and promotes practice improvement in community-based, primary, and specialty care settings.

Sapient Government Services

Booth # 111

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Sapient, the #1 ranked digital agency by Ad Age Agency Report for 2012, is a leading provider of comprehensive marketing, strategy, communications, and technology services to government, commercial and non-profit organizations. From interactive digital displays to multichannel engagement platforms, we create innovative health solutions across the spectrum of content, communication and technology channels, resulting in more meaningful experiences between customers and organizations.

Stop the Transmission of Polio (STOP Program)

Booth # 115

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The CDC's Global Immunization Division's Stop the Transmission of Polio (STOP) program was created in 1999 as part of the CDC's efforts to assist the Global Polio Eradication Initiative (GPEI). STOP has trained and deployed 40 teams to 66 countries around the world. STOP teams receive 2 weeks of intensive trainings directly from the CDC, WHO, and UNICEF followed by a 5½ month assignment. For information, please visit our website at: <http://www.cdc.gov/polio/stop/>

WESTAT - Silver Sponsor

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Westat is one of the premier research and communications organizations in the country. We have more than 2,000 employee owners who offer expertise in health communications, behavioral health, environment, education, employment, transportation, and disabilities. We conduct surveys, collect and analyze data, and develop and evaluate communications products and programs for a variety of public and private sector clients.